

Big Picture Benefits of Being a Pocahontas Chamber of Commerce Member

Preface

Over the years, the Chamber has faced a variety of questions, ranging from “What are my benefits?” to “What do I get for my money?” to “What does the Chamber do?” To answer a few of these questions, we have created some awesome new benefits with direct value, like Boost and the Chamber Coupons. But, to answer these questions in more in depth, we created this document to articulate the “big picture” benefits of being a Chamber of Commerce Member that aren’t directly noted in the dues invoices. In the following, you will find that articulation with sections for businesses, individuals, and the community. Note that some of the benefits listed are included in multiple categories as they apply in more than one setting.

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Thank you for taking the time to browse this document and for your consideration of being a member of the Pocahontas Chamber of Commerce!

Business Benefits

By being a business member of the Pocahontas Chamber of Commerce:

1. **You are supporting a professional network in our community.** This allows you to keep in touch with news and events from other community businesses and organizations, as well as form connections and partnerships that might not have existed otherwise.
2. **You are giving your business access to an ever-expanding network with a vast amount of resources.** The Chamber’s network continues to grow and compound with time. We’re able to help you with questions such as: Need help learning how to implement online shopping? Want to navigate the waters of succession planning or selling your business? Are you considering expanding your business, but don’t know of financial opportunities to do so? We can help find answers and solutions to these types of questions by leveraging our network. We can look through our directory of resources and connect you with people who can help. In the process, the Chamber is able to retain that knowledge in our network and better serve the next member who may need assistance in that area. The Chamber is dedicated to helping our members solve problems and grow.
3. **You are connecting to an outlet of opportunities.** This can be opportunities for literally *anything*, from marketing, to quality of life, to partnerships; you are connected to discover local and regional opportunities that may otherwise go unnoticed on your radar. Some examples of this from 2020 are the Storm Lake Radio Community Ad Campaign, having the Chamber represent your current job openings at Career Fairs, and contributing items to Welcome Bags for new Pocahontas residents.

4. **You have access to a platform.** If you have an idea, the Chamber can provide the platform to execute that idea. Ribbon Cutting Ceremonies are an example of this, as the Chamber can create a stage to give your ceremony the attention it deserves. The Legacy Series is another example of this, as it gives talented individuals with knowledge and training a platform to apply their talents. You may have the skills to share, reason to celebrate, etc. but not have a platform for execution. The Chamber can provide that platform.
5. **You have access to a megaphone that will boost news from your business.** The Chamber's network, platform and presence acts as a megaphone to spread the word about events, announcements, and happenings throughout our community. We are able to provide one central location for locals to gather news from around our community. Not only do you have access to use this megaphone for yourself, but you're also supporting other businesses using it as well.
6. **You are publicly supporting community development and quality of life.** By being a member, you are publicly supporting the vision to make our community better and make it vibrant. The Chamber's mission is to create a community that assists in the promotion of business and quality of life for Pocahontas, IA. Examples of events and projects that the Chamber has organized to promote local businesses and quality of life include, but are not limited to: Heritage Days, Art Walk, Hometown Christmas, Princess City Car Show, the Elbert Park Improvement Project, free first year memberships to brand new businesses, Legacy Series events, and our monthly social media promotional showcase called Boost.
7. **You are promoting growth and helping others in our community.** Your membership allows us to help new businesses by giving them a free membership for their first year as they get up and running. Your membership allows us to explore new ideas and professional growth/training opportunities that we can bring into the community to benefit your business and employees.
8. **You are supporting leadership opportunities within our community.** The Chamber organizes several events throughout the year that require volunteers, which gives our community members the chance to serve their community and become more involved. The Chamber Board of Directors is another example of a leadership opportunity for our community members that is bolstered by your membership.
9. **You are supporting traditional community events,** such as Heritage Days and Hometown Christmas. A Chamber membership also provides discounted marketing opportunities surrounding these events, which demonstrates to the community that you are dedicated to serving them.
10. **You get local deals to share with your employees!** You receive exclusive coupons to businesses that encourage shopping locally and create interactions with the people and businesses who sustain our community.
11. **You are providing a resource for visitors and tourists to access when regarding our community.** Our phone and email gives them a contact to ask questions about local businesses and resources that they're trying to find. This creates a great first contact point for those outside of our community and helps make a positive first impression.
12. **You're supporting new residents who join the community.** The Chamber strives to make new residents feel welcomed by doing things such as providing Welcome Bags and contacting them once they've settled in town. The Chamber also organizes social quality of life events, such as Heritage Days and the Legacy Series, which allows all community members to network, socialize, and build relationships.

Individual Benefits start on the next page.

Individual Benefits

By being an Individual Loyalty Member of the Pocahontas Chamber of Commerce:

1. **You are supporting local business infrastructure.** This infrastructure allows our local businesses to connect, share news, form partnerships, have access to unique promotional opportunities, and discover a wide variety of resources.
2. **You get monthly deals!** You receive exclusive coupons to local businesses that encourage and create interactions with the people and businesses who sustain our community.
3. **You are connecting yourself with local news and resources.** This means you'll stay in the know and be one of the first to hear of any announcements, specials, and resources that local businesses and organizations are offering.
4. **You are supporting traditional community events that the Chamber organizes,** such as Heritage Days, Princess City Car Show and Hometown Christmas.
5. **You are promoting growth and helping others in our community.** Your membership allows us to help new businesses by giving them a free membership for their first year as they get up and running. Your membership allows us to explore new ideas and professional growth/training opportunities that we can bring into the community to benefit your business and employees.
6. **You are supporting leadership opportunities within our community.** The Chamber organizes several events throughout the year that require volunteers, which gives our community members the chance to serve their community and become more involved. The Chamber Board of Directors is another example of a leadership opportunity for our community members that is bolstered by your membership.
7. **You are publicly supporting community development and quality of life.** By being a member, you are publicly supporting the vision to make our community better and make it vibrant. The Chamber's mission is to create a community that assists in the promotion of business and quality of life for Pocahontas, IA. Examples of events and projects that the Chamber has organized to promote local businesses and quality of life include, but are not limited to: Heritage Days, Art Walk, Hometown Christmas, Princess City Car Show, the Elbert Park Improvement Project, free first year memberships to brand new businesses, Legacy Series events, and our monthly social media promotional showcase called Boost.
8. **You are giving yourself access to an ever-expanding network with a vast amount of resources.** The Chamber's network continues to grow and compound with time. We're able to help you with questions such as: Need help finding how to share information about something? Want to navigate the current job openings in our community? Are you trying to find information regarding a community project? We can help find answers and solutions to these types of questions by leveraging our network. We can look through our directory of resources and connect you with people who can help. In the process, the Chamber is able to retain that knowledge in our network and better serve the next member who may need assistance in that area. The Chamber is dedicated to helping our members solve problems and grow.
9. **You are providing a resource for visitors and tourists to access when regarding our community.** Our phone and email gives guests of Pocahontas a contact to ask questions about local businesses and resources they're searching for. This creates a great first contact point for those outside of our community and helps make a positive first impression.
10. **You're supporting new residents who join the community.** The Chamber strives to make new residents feel welcomed by doing things such as providing Welcome Bags and contacting them once they've settled in town. The Chamber also organizes social quality of life events, such as Heritage Days and the Legacy Series, which allows all community members to network, socialize, and build relationships.

Community Benefits

Our community benefits by having a Chamber of Commerce because:

1. **We promote local businesses and organizations.** Whether it's through our social media or an event, we are able to boost brand awareness and community presence of our business members. We serve as a central directory hub for community members and visitors to help them locate what they're looking for. Examples of this include our member directory on our website and Boost, which is our monthly social media promotional showcase.
2. **We provide a professional infrastructure for local businesses and organizations.** This infrastructure allows our local businesses and organizations to connect, share news, form partnerships, discover unique promotional opportunities, and access a wide variety of resources.
3. **We support community development and quality of life.** Our members support our vision to make our community more vibrant. The Chamber's mission is to create a community that assists in the promotion of business and quality of life for Pocahontas, IA. Examples of events and projects that the Chamber has organized to promote local businesses and quality of life include, but are not limited to: Heritage Days, Art Walk, Hometown Christmas, Princess City Car Show, the Elbert Park Improvement Project, free first year memberships to brand new businesses, Legacy Series events, and our monthly social media promotional showcase called Boost.
4. **We promote growth and innovation in our community.** The Chamber strives to help new businesses become established in our community, aids and promotes our current businesses, and explores new ideas and professional growth/training opportunities that can be brought into the community.
5. **We create leadership opportunities within our community.** The Chamber organizes several events throughout the year that require volunteers, which gives our community members the chance to serve their community and become more involved. The Chamber Board of Directors is another example of a leadership opportunity for our community members.
6. **We provide a platform of opportunity to the community.** If community members have an idea, the Chamber can provide the platform to execute that idea, such as installing new playground equipment at a city park or creating an Oktoberfest event.
7. **We enable traditional community events to occur** that are organized and promoted by the Chamber, such as Heritage Days, Art in the Park, and the Art Walk.
8. **We maintain a central location for community news.** The Chamber's network, platform and presence acts as a megaphone to spread the word about events, announcements, and happenings throughout our community. We are able to provide one central location for locals to gather news from around our community.
9. **We help new residents who join the community become acclimated.** The Chamber strives to make new residents feel welcomed by doing things such as providing Welcome Bags and contacting them once they've settled in town. The Chamber also organizes social quality of life events, such as Heritage Days and the Legacy Series, that allows all community members to network, socialize, and build relationships.
10. **We provide a resource for visitors and tourists to access when regarding our community.** Our phone and email gives guests of Pocahontas a contact to ask questions about local businesses and resources they're searching for. This creates a great first contact point for those outside of our community and helps make a positive first impression.